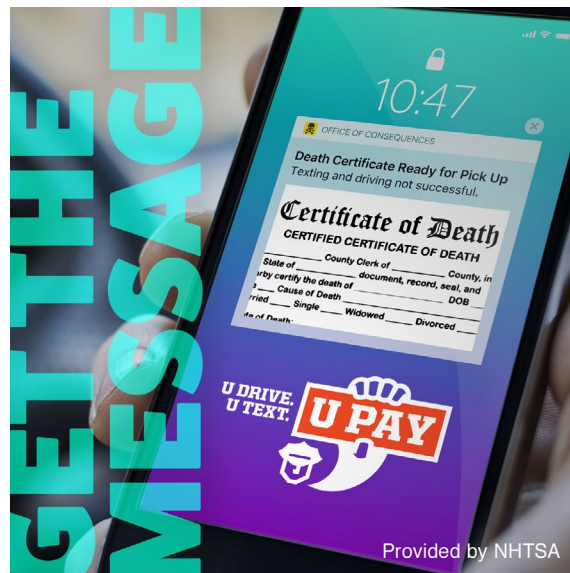


2020 DISTRACTION SOCIAL MEDIA PLAYBOOK



How to Use This Playbook

This document is a social media playbook for the U Drive. U Text. U Pay. campaign. It includes specific content and assets, along with instructions, to address 18- to 34-year-old drivers. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your communication efforts throughout the year may help save lives.

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Campaign Overview

U Drive. U Text. U Pay. Campaign Summary

Distracted driving is one of the deadliest phenomena on our nation's roadways. In 2017, 9% of fatal crashes were reported as distraction-related crashes and more than 3,000 people died in crashes involving distracted driving. The U Drive. U Text. U Pay. campaign focuses on education around the consequences of texting while driving, with a specific nod to law enforcement.

Objectives

- ▶ Motivate drivers to leave their cell phones alone while driving
- ▶ Promote awareness of the personal costs of distracted driving

U Drive. U Text. U Pay. Posting Strategy

The U Drive. U Text. U Pay. enforcement period is October 5 to October 12, 2020. **You are encouraged to post throughout the month of October, but especially during the enforcement period.**

Posting throughout the month of October will help consistently remind drivers how important it is to put their phones down while behind the wheel. Early morning and evening posts may be helpful in reminding drivers to limit their distractions during their commute to work or school. Weekend posts also will help by reminding drivers before they hit the roads for errands or fun activities.

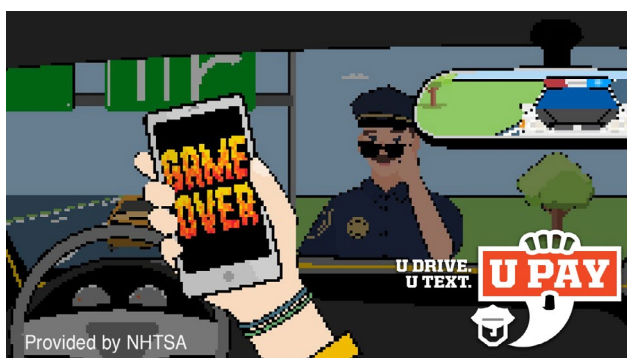
Below are some relevant hashtags to use when posting about the campaign:

- ▶ **#JustDrive**
- ▶ **#UDriveUTextUPay**
- ▶ **#DistractedDriving**

Social Media Content

This section contains shareable social media content for the U Drive. U Text. U Pay. campaign. Provided on pages [8-12](#) are downloadable graphics with accompanying suggested posts that you can use on your own channels.

Below are two sample social media posts, one for Twitter, using a rectangular graphic, and one for Instagram/Facebook, using a square graphic.



 *Twitter*



 *Facebook/Instagram*

On the following pages, you will see additional graphic and post examples in a variety of sizes for the campaign. Be sure to consider which social media platform your target audiences are using when choosing the graphics and post content. Also, take into consideration that most people use mobile phones when checking their social media accounts. The graphics in this playbook are optimized for mobile platforms.

Content Organization

The social media content is organized into sections based on graphics and language.

English

- ▶ 8 Bit– Pg. [8](#)
- ▶ Focus - Pg. [9](#)
- ▶ Get the Message - Pg. [10](#)

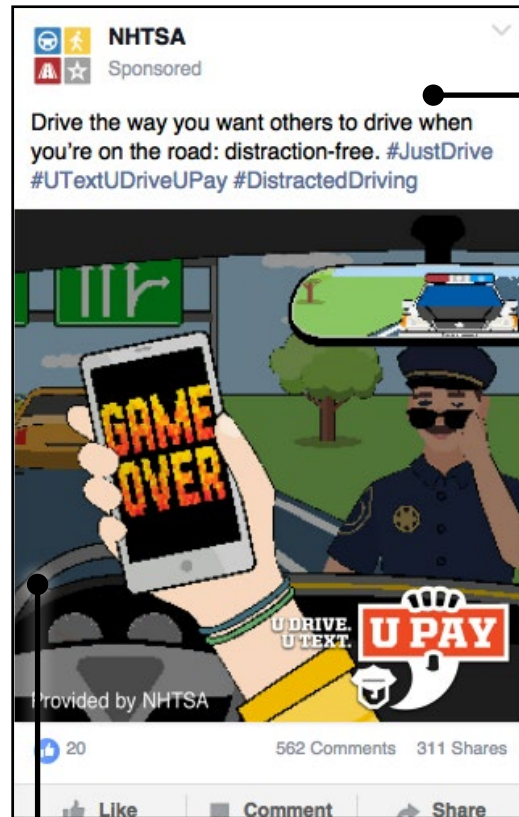
Spanish:

- ▶ 8 Bit – Pg. [11](#)
- ▶ Focus - Pg. [12](#)

Post Examples

Below are examples of how posts should look when published.

Facebook



1 Downloaded graphic from trafficsafetymarketing.gov.

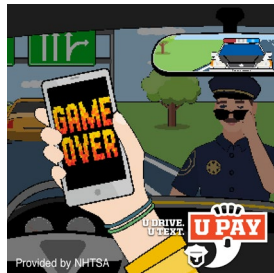
2 Suggested copy from this playbook.

Sizes Available

Social media graphic sizes vary across the ever-changing social media platforms. In this playbook we included four different sizes based on suggested industry standards and best practices. Most graphics are available as animated versions on the trafficsafetymarketing.gov website.

Facebook/Instagram Posts

1200x1200 (square)



1000x1200 (vertical)



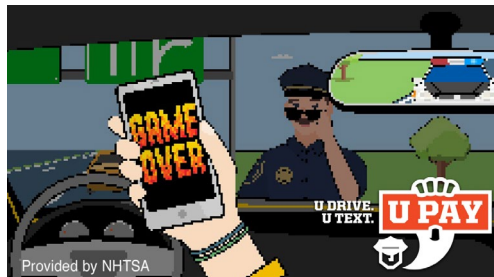
Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675



8 Bit (English)

STEP

1 Download graphics.

Download the "8 Bit" graphic below at:
[Traffic Safety Marketing.](#)

STEP


2 Combine with suggested copy below or feel free to draft your own.


Copy/paste one of the suggested posts below.



- Your smartphone shouldn't lead to a tombstone. **#JustDrive #UTextUDriveUPay #DistractedDriving**
- Be smarter than your phone. **#JustDrive #UTextUDriveUPay #DistractedDriving**
- Together we can do better. **#JustDrive #UTextUDriveUPay #DistractedDriving**
- Make the smart decision when you're in the driver's seat. **#JustDrive #UTextUDriveUPay #DistractedDriving**
- Five seconds can mean the difference between life and death. **#JustDrive #UTextUDriveUPay #DistractedDriving**
- Life can change in the blink of an eye. It's all up to you. **#JustDrive #UTextUDriveUPay #DistractedDriving**
- Drive the way you want others to drive when you're on the road: distraction-free. **#JustDrive #UTextUDriveUPay #DistractedDriving**

Sizes Available:

f  Facebook/Instagram Posts
1200x1200
1000x1200

f  Facebook/Instagram Stories
1080x1920

 Twitter Posts
1200x675

Get the Message (English)

STEP

1 Download graphics.

Download the "Get the Message" graphic below at:
[Traffic Safety Marketing](#).

STEP


2 Combine with suggested copy below or feel free to draft your own.


Copy/paste one of the suggested posts below.




- Make the right decision when you're in the driver's seat. Put your phone away. **#JustDrive #UTextUDriveUPay #DistractedDriving**
- There's no text worth risking a life. **#JustDrive #UTextUDriveUPay #DistractedDriving**
- Your phone can wait. Your safety can't. **#JustDrive #UTextUDriveUPay #DistractedDriving**
- Your life is more important than ANY text message. **#JustDrive #UTextUDriveUPay #DistractedDriving**
- One text can change—or end—a life. **#JustDrive #UTextUDriveUPay #DistractedDriving**
- There's not a single text more important than your safety. **#JustDrive #UTextUDriveUPay #DistractedDriving**
- What can possibly be more important than driving safely? **#JustDrive #UTextUDriveUPay #DistractedDriving**

Sizes Available:

f  Facebook/Instagram Posts
1200x1200
1000x1200

f  Facebook/Instagram Stories
1080x1920

 Twitter Posts
1200x675

Focused (English)

STEP

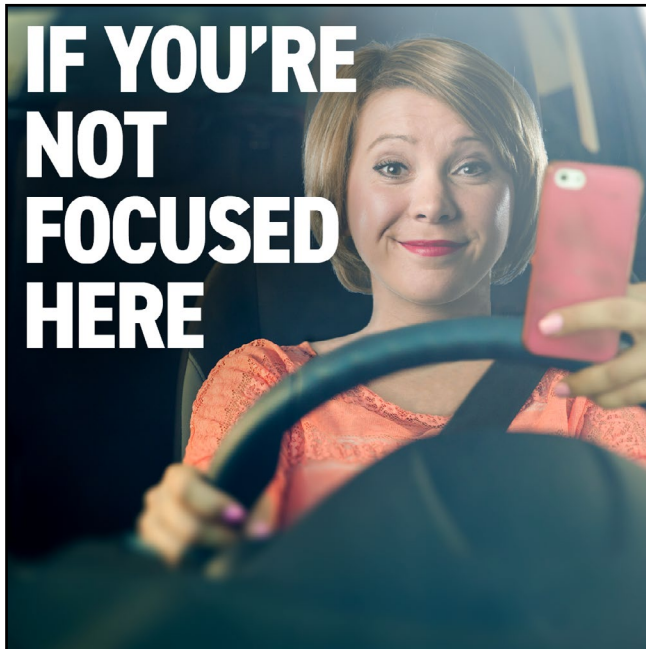
1 Download graphics.

Download the "Focused" graphic below at:
[Traffic Safety Marketing](#).



STEP



2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.



Sizes Available:

  Facebook/Instagram Posts
1200x1200

  Facebook/Instagram Stories
1080x1920

- Your distracted driving could cost someone else's life. **#JustDrive #UTextUDriveUPay #DistractedDriving**
- When you drive distracted, your next text might be your last. **#JustDrive #UTextUDriveUPay #DistractedDriving**
- Keep your eyes on the road and off your phone. **#JustDrive #UTextUDriveUPay #DistractedDriving**
- There's a very simple solution. Just keep your eyes on the road. **#JustDrive #UTextUDriveUPay #DistractedDriving**
- When you text and drive, your next text could be your last. **#JustDrive #UTextUDriveUPay #DistractedDriving**
- All it takes is 5 seconds to change a life forever. **#JustDrive #UTextUDriveUPay #DistractedDriving**
- When it comes to distracted driving fatalities, a 12% decrease is not enough. **#JustDrive #UTextUDriveUPay #DistractedDriving**
- There's no text or notification worth risking a life. **#JustDrive #UTextUDriveUPay #DistractedDriving**

8 Bit (Spanish)

STEP

1 Download graphics.

Download the "8 Bit" graphic below at:
[Traffic Safety Marketing](#).



STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.
Do not copy **red** text.*

**It is not necessarily a direct translation but for reference only.*

- Juntos podemos hacerlo mejor. **#SoloManeja**
Translation: Together we can do better. #JustDrive
- Cinco segundos pueden ser la diferencia entre la vida y la muerte. **#NoManejasConElCelular #NoManejarYtextear #JustDrive #ConductorDistraido**
Translation: Five seconds can mean the difference between life and death.
- La vida puede cambiar en un abrir y cerrar de ojos. Todo depende de ti. **#SoloManeja**
Translation: Life can change in the blink of an eye. It's all up to you.
- Maneja como te gustaría que manejaran los demás: sin distracciones. **#NoManejasConElCelular #ConductorDistraido #JustDrive**
Translation: Drive the way you'd like others to drive: distraction-free.

Sizes Available:



Facebook/Instagram Posts

1200x1200

1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

Focused (Spanish)


STEP


1 Download graphics.

Download the "Focused" graphic below at:
[Traffic Safety Marketing](#).



Sizes Available:

 Facebook/Instagram Posts
1200x1200

 Facebook/Instagram Stories
1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.
Do not copy **red** text.*

**It is not necessarily a direct translation but for reference only.*

- Por distraerte con el celular mientras manejas, podrías ocasionarle la muerte a otra persona. **#JustDrive #ConductorDistraido #NoManejarYtextear**

Translation: You can cause someone else's death when texting while driving.

- Cuando manejas distraído, tu próximo texto podría ser el último. **#NoManejarYtextear #JustDrive**

Translation: When you drive distracted, the next text could be your last.

- Mantén tus ojos en la carretera y no en tu celular. **#NoManejesDistraido #NoManejarYtextear #JustDrive**

Translation: Keep your eyes on the road and off your phone.

- En 5 segundos, una vida puede cambiar para siempre. **#SoloManeja**

Translation: All it takes is five seconds to change a life forever.

- Cuando se trata de la distracción al manejar, una disminución del 12% todavía es demasiado baja. **#SoloManeja**

Translation: When it comes to distracted driving fatalities, a 12% decrease is not enough.

NHTSA Contact

If you have questions about the U Drive. U Text. U Pay. campaign, please contact Lori Millen at lori.millen@dot.gov.